

**UNIVERSIDAD DEL VALLE  
FACULTAD DE HUMANIDADES  
ESCUELA DE CIENCIAS DEL LENGUAJE  
LECTURA DE TEXTOS ACADÉMICOS EN INGLÉS**

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**EBSCO DATABASE ACTIVITY**

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- **Tip: I strongly recommend to open the HTML versions**

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In the magazine *Harvard Business Review*

- I. Tell the titles of two articles published in *Harvard Business Review*, May 2010, Vol. 88, Issue 5, p62-66 and p74-82.

**The Leaders We Need Now:** Los líderes que necesitamos ahora.

- **When You've Got to Cut Costs Now:** Cuando tienes que cortar costos ya.
- II. Tell the titles of two articles published in *Accounting Education*, Jun2008, Vol. 17 Issue 2, p113-128 and p129-144.
- **The Influence of Business Case Studies on Learning Styles: An Empirical Investigation:** La influencia de estudios de casos empresariales en los estilos de aprendizaje: Una investigación empírica.

**The Influence of Business Case Studies and Learning Styles in an Accounting Course:**  
**A Comment:** La influencia de los estudios de casos empresariales y los estilos de aprendizaje en un curso de contabilidad: Un comentario.

- III. Look for the magazine *BusinessWeek Online*, April 28, 2010. Go to the article "Ford Finds Its Cool Selling the Hot Fiesta." Give four characteristics of the new Ford Fiesta
- The Ford Fiesta comes as a five-door sedan or a five-door hatch.
  - Both models come in several very bright colors that will attract attention.
  - The hatchback model is more attractive by far, although both are good-looking, modern.
  - 120hp, 1.6-liter, in-line, four-cylinder engine
  - Five-speed gearbox.
  - Electric power steering, which is superb, precise, and taut.

**ScienceDirect ACTIVITY**

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IV. Look for the article “Accounting information and managerial work.” ***Accounting, Organizations and Society***, Volume 35, Issue 3, Pages 275-392 (April 2010). Give a conclusion from the abstract.

- Managers primarily use accounting information to develop knowledge of their work environment rather than as an input into specific decision-making scenarios.
- Accounting information can help managers to develop knowledge to prepare for unknown future decisions and activities.
- It is imperative to consider accounting information strengths and weaknesses not in isolation but relative to other sources of information at a manager’s disposal.
- As managers interact with information and other managers utilising primarily verbal forms of communication, it is through talk rather than through written reports that accounting information becomes implicated in managerial work.

V. Look for the abstract in the article “Student perceptions about computerized testing in introductory managerial accounting.” ***Journal of Accounting Education***, Volume 27, Issue 2, Pages 59-124 (June 2009). What do the results show?

- Results show that students perceived both negative and positive aspects about computerized testing, and overall perceptions tended to be more negative than positive.
- Clear differences in student perceptions existed when analyzing results by instructor, indicating that individual instructors can manage student perceptions about computerized testing.

VI. Look for the abstract in the article “Personality preferences of accounting and non-accounting graduates seeking to enter the accounting profession” ***Critical Perspectives on Accounting***, Volume 21, Issue 4, April 2010, Pages 253-265. What was the aim of this article?

- The aim of this study is to investigate the relative personality preferences of accounting and non-accounting graduates seeking to enter the accounting profession.
- This study is motivated by the recent changes within the Australian accounting profession to encourage non-accounting graduates to enter the discipline.

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